

**CLAIMS**

1. A broadcast enhancement system for enhancing a received television broadcast signal using a received enhancement signal, at least one of which being prepared for chroma keying, the system being configured to intercept the television broadcast signal before it is passed to the television, to apply chroma keying to superimpose the enhancement signal to the television broadcast signal and to pass the superimposed signal to the television.

2. A system according to claim 1, including a processor for formatting data received in the enhancement signal prior to applying chroma keying to superimpose it onto the television broadcast signal.

3. A system according to claim 1, in which the enhancement signal comprises a World Wide Web page.

4. A system according to claim 1 in which the enhancement signal is multiplexed with the television broadcast signal prior to transmission, wherein the system includes a demultiplexer for extracting the enhancement signal from the received television broadcast signal.

5. A system according to claim 1, in which the enhancement signal is received as teletext.

6. A system according to claim 1, in which the enhancement signal is received via the internet.

7. A method of enhancing a television broadcast comprising the steps of preparing a plurality of broadcast signals, at least one of which being prepared for chroma keying, transmitting the plurality of broadcast signals to a receiver, the receiver applying chroma keying to the received signals to create a superimposed signal for display as an enhanced television broadcast.

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8. A method according to claim 7, in which the preparation for chroma keying comprises masking one or more areas of one of the broadcast signals so that the masked area is not displayed after said chroma keying.

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9. A method according to claim 7, further comprising the step of processing one of said received broadcast signals according to instructions in the broadcast signal to prepare the signal for chroma keying.

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10. A set-top-box including the broadcast enhancement system of claim 1.

11. A set-top-box adapted to apply to a received television broadcast the method of claim 7.

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